

In the claims:

Please amend the claims as follows:

Claim 1 (currently amended): A method for selecting products that occurs over a networked computer system comprises:

sending a user a web page that ~~contains~~ has:

one or more images, wherein at least one of the images emphasizes one or more aesthetic characteristics;

one or more questions that request the user's preferences for one or more of the images presented; and

receiving from a user a set of responses from the questions to produce a profile of the user's preferences for- aesthetic features of products.

Claim 2 (currently amended): The method of claim 1 further comprising:

compiling an aesthetic profile tag for the user based on the received responses for the preferences for the scales .

Claim 3 (currently amended): The method of claim 1 further comprising:

retrieving a product aesthetic tag associated with a particular product type selected by the user, the product aesthetic tag representing one or more aesthetic features of the product;

forming a result tag that contains a value corresponding to how well aesthetic features of the product match to aesthetic preferences of the customer.

Claim 4 (currently amended): The method of claim 1 wherein the user is presented with a graphical user interface that contains questions that ~~illieit~~ elicit the information from the user.

Claim 5 (currently amended): The method of claim 1 wherein at least one of the questions presented to the user asks the user to grade the user's preferences for an image on a scale.

Claim 6 (currently amended): The method of claim 1 wherein web page includes a control for the user to enter a value corresponding to how the user rates one or more of the images.

Claim 7 (currently amended) The method of claim 3 further comprising:
rank ordering the result tags. ~~5 wherein the web page includes a control that when selected by the user displays a picture of an item that embodies the scale.~~

Claim 8 (currently amended): The method of claim 7 further comprising:
presenting the user with the products corresponding to the rank ordered result tags. ~~5 wherein the web page includes a description of each of the scales.~~

Claim 9 (cancelled): ~~The method of claim 5 wherein the web page includes a first control for the user to enter a value corresponding to how the user rates the importance of the scale; a second control that when selected by the user displays a picture of an item that embodies the scale, and a description of each of the scales~~

Claim 10 (currently amended): A method of producing an aesthetic profile tag for a user comprises:

viewing an image that visually expresses one or more attribute scales; and
entering preferences in a plurality of for the attribute scales, said attribute scales
~~providing textual indications of aesthetic features preferred by a user.~~

Claim 11 (currently amended): The method of claim 10 wherein the ~~aesthetic features~~
scales include at least one of form, material, decoration, overall appearance, and novelty.

Claim 12 (original): The method of claim 10 wherein each scale is further divided into three levels.

Claim 13 (currently amended): A computer program product for selecting products, said computer program product residing on a computer readable medium comprises instructions for causing a computer to:

β³ receive from a user responses for preferences for aesthetic characteristics embodied in one or more images, ~~scales that correspond to aesthetic features of products~~, wherein the computer program product produces a graphical user interface that contains questions that ~~illicit~~ elicit the information from the user.

Claim 14 (original): The computer program product of claim 13 further comprising instructions to:

compile an aesthetic profile tag for the user based on the received responses for the scales.

Claim 15 (currently amended): A system for selecting products, said system comprising:
a computer;
a computer program product residing on a computer readable medium comprises instructions for causing a computer to:

β⁴ receive from a user responses for preferences for aesthetic characteristics embodied in images ~~scales~~ that correspond to aesthetic features of products, wherein the computer program product produces a graphical user interface that contains questions that illicit the information from the user.

Claim 16 (currently amended): A method for determining user aesthetic preferences, the method comprising:

β⁵ presenting a set of images to a user;
receiving input from the user indicating the user's ~~like or dislike of~~ preferences for one or more aesthetic characteristics expressed in one or more of the images in the set of images; and
establishing an aesthetic profile for the user based on the user's input.

Claim 17 (currently amended): The method of claim 16, wherein each image in the set of images emphasize ~~a certain~~ one or more aesthetic characteristics.

Claim 18 (currently amended): The method of claim 17, wherein ~~the~~ an emphasized aesthetic characteristic of at least one set of images is one of form, material, decoration, overall appearance, and novelty.

Claim 19 (currently amended): The method of claim 16, wherein presenting a set of images to the user further comprises:

presenting the user with a scale in which to grade the strength of the user's ~~like or dislike~~ preferences for of one or more images presented in the set of images.

Claim 20 (currently amended): The method of claim 16, wherein the input from the user indicating the user's ~~like or dislike~~ preferences for one or more aesthetic characteristics expressed in of one or more images in the set of images comprises the user's selection of an image from a set of images.

Claim 21 (currently amended): The method of claim 16, further comprising:
presenting a plurality of sets of images to a user, wherein each set of images emphasizes one or more a particular aesthetic characteristics; and

for each set of images, presenting the user with a scale in which to grade the strength of the user's ~~like or dislike~~ preferences for one or more aesthetic characteristics expressed in of one or more images presented in the set of images; and

receiving input from the user indicating the user's ~~like or dislike~~ preferences for one or more aesthetic characteristics expressed in of one or more images in each set of images.

Claim 22 (previously added): The method of claim 21, wherein establishing an aesthetic profile for the user based on the user's input comprises:
examining the input received from the user;

determining whether the user has given consistent responses to an aesthetic characteristic emphasized in one or more sets of images; and

if a consistent response has been given, storing a profile tag indicating the user's preference for the aesthetic characteristic emphasized in one or more sets of images.

Claim 23 (currently amended): The method of claim 22, wherein determining whether the user has given consistent responses to an aesthetic characteristic comprises:

sending the user a test set of images that emphasizes a particular aesthetic characteristic;
receiving input from the user indicating the user's ~~like or dislike~~ preferences for one or more aesthetic characteristics expressed in of one or more images in the set of images; and

comparing the input received from the user that corresponds to the test set of images to input received from the user that corresponds to one or more prior sets of images to determine if a consistent response has been given.

36 Claim 24 (currently amended): A method for determining product profile, the method comprising the steps of:

viewing a product;
grading one or more ~~an~~ aesthetic characteristics of the product on a scale; and
storing the grade in a field corresponding to the graded aesthetic characteristics within the product profile.

Claim 25 (previously added): The method of claim 24, wherein the step of viewing a product comprises:

viewing one or more electronic images of the product.

B2 Claim 26 (currently amended): The method of claim 24, further comprising:
grading a plurality of aesthetic characteristics of the product on a plurality of scales; and
storing the grades in a plurality of fields in a product profile, wherein each field in the product profile corresponds to an aesthetic characteristic or combination of aesthetic characteristics.

Claim 27 (currently amended): A method for selecting products that occurs over a networked computer system comprising:

retrieving a first user's profile, wherein the first user's profile comprises one or more tags which correspond to the first user's preferences for one or more aesthetic characteristics of products;

retrieving a second user's profile, wherein the second user's profile comprises one or more tags which correspond to the second user's preferences for one or more aesthetic characteristics of products; and

combining the first and second users' profile to create a composite user profile.

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Claim 28 (currently amended): The method of claim 27, wherein the step of combining the first and second users' profile comprises:

combining a tag contained in the first user profile associated with an aesthetic characteristic with a tag contained in the second user profile associated with the same aesthetic characteristic; and

storing the combined tag in a composite user profile.

Claim 29 (previously added): The method of claim 28, wherein the step of combining a tag contained in the first and second users' profile comprises:

averaging a value associated with the tag contained in the first user profile with a value associated with the tag contained in the second user profile.

Claim 30 (previously added): The method of claim 28, wherein the step of combining a tag contained in the first and second users' profile comprises:

assigning a weight factor to a value associated with a tag contained in the first user profile associated with an aesthetic characteristic;

assigning a weight factor to a value associated with a tag contained in the second user profile associated with the same aesthetic characteristic; and

averaging the weighted values of the tags in the first and second users' associated with the same aesthetic characteristic.

Claim 31 (previously added): The method of claim 28, further comprising:
receiving input from the first user indicating how the first and second users' profile should be combined.

Claim 32 (previously added): The method of claim 28 further comprising:
presenting the first or second user with one or more questions to determine how the first and second users' profile should be combined.

Claim 33 (currently amended): The method of claim 28, wherein the first user profile includes one or more tags which correspond to the first user's preferences for one or more non-aesthetic characteristics of products. ~~further comprising:~~

~~—retrieving a second profile associated with the first user;~~
~~—retrieving a second profile associated with the second user; and wherein the step of combining the first and second users' profile to create a composite profile comprises:~~
~~—combining the first and second profiles associated with the first user and the first and second profiles associated with a second user to create a composite profile.~~

Claim 34 (currently amended): The method of claim 33, ~~wherein the second profile of the first and second users each comprise data which indicates non-aesthetic preferences of the user~~
the non-aesthetic preferences include at least one of desired price range, brand preference, vendor preference, or product availability.